

**IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-20. (Canceled)

21. (Currently Amended) A method of displaying content recommendations to a user, the method comprising:

monitoring content viewed on a content viewing device by a user;

generating a profile based on viewed content;

processing incoming content to identify content available for recommendation;

comparing available content to the profile;

rating available content based on the comparison of the available content to the profile;

determining, by a content recommendation engine, a content recommendation based on the ~~monitored content viewed on the content viewing device by the user~~ rating of the available content;

detecting when a user initiates a channel system state change event on the content viewing device is imminent;

providing the content recommendation to the content viewing device of the user, prior to implementing the system state change, a perceptible indicator of a content recommendation prompting the user with a selection for deciding whether to view the content recommendation;

~~in response to detecting a user initiating a channel change event on the content viewing device, the channel change event associated with the user selecting a channel on the content viewing device; and~~

~~allowing the user to selectively view on the content viewing device the recommended content or content of the selected channel, wherein the content recommendation is provided by the content recommendation engine to the content viewing device of user prior to allowing the user to view the content of the selected channel on the content viewing device~~

switching to the content recommendation without implementing the system state change when the user selects to view the content recommendation; and

implementing the system state change when the user selects to not view the content recommendation.

22. (Previously Presented) The method of claim 21, wherein the content recommendation is provided using one or more of a rating engine, recommendation engine and profile engine.

23. (Previously Presented) The method of claim 21, wherein the providing the content recommendation comprises:

generating at least one recommendation of local or remote content.

24-25. (Canceled)

26. (Currently Amended) The method of claim [[ 25 ]] 21, wherein the change in system state comprises activation of a client device.

27. (Currently Amended) The method of claim [[ 25 ]] 21, wherein the change in system state comprises activation of a television viewing system or set top box associated with the user.

28. (Currently Amended) The method of claim [[ 25 ]] 21, wherein the change in system state comprises a channel change event.

29. (Currently Amended) The method of claim [[ 25 ]] 21, wherein the ~~interacting further comprises: user selects responding to signals generated by using~~ a user-operated remote control device.

30. (Currently Amended) A system for displaying content recommendations to a viewer, the system comprising:

means for monitoring content viewed on a content viewing device by a user;

means for generating a profile based on viewed content;

means for processing incoming content to identify content available for recommendation;

means for comparing available content to the profile;

means for rating available content based on the comparison of the available content to the profile;

means for determining a content recommendation based on the monitored content viewed by the user rating of the available content;

means for detecting when a viewer selects a channel for viewing system state change on the content viewing device is imminent;

means for providing the content recommendation in response to detecting the user's selection of the channel to the content viewing device of the user, prior to implementing the system state change, a perceptible indicator of a content recommendation prompting the user with a selection for deciding whether to view the content recommendation; and

means for allowing the viewer to selectively view the recommended content or content of the selected channel, wherein the content recommendation is provided to the user prior to allowing the user to view the content of the selected channel

means for switching to the content recommendation without implementing the system state change when the user selects to view the content recommendation; and

means for implementing the system state change when the user selects to not view the content recommendation.

31. (Canceled)

32. (Currently Amended) The system of claim [[ 31 ]] 30, wherein the change in system state comprises activation of a client device.

33. (Currently Amended) The system of claim [[ 31 ]] 30, wherein the change in system state comprises activation of a television viewing system or set top box associated with the user.

34. (Currently Amended) The system of claim [[ 31 ]] 30, wherein the change in system state comprises a channel change event.

35. (Currently Amended) The system of claim 34, wherein the change channel event is associated with the user selecting a new channel and wherein the ~~user perceptible indicator is configured to allow the user to selectively view the recommended content or content of the new channel.~~

36. (Canceled)

37. (Previously Presented) The system of claim 30, wherein the content recommendation comprises at least one recommendation of local or remote content.